

What is claimed is:

1. A method comprising:
 - storing business opportunities and associated conditions in a database;
 - receiving input data from a plurality of users, wherein the input data indicates
 - a status of at least one of the conditions associated with one of the business
 - opportunities; and
 - generating a probability set indicating the probability of successfully
 - achieving the business opportunities as a function of the input data.
2. The method of claim 1, wherein receiving data includes receiving data from a sales organization via a packet-based network.
3. The method of claim 2, wherein the packet-based network is the Internet.
4. The method of claim 1, wherein receiving input data includes receiving input data from a personal digital assistant (PDA).
5. The method of claim 1, wherein receiving input data includes receiving input data from a web browser accessing a web server.
6. The method of claim 1 and further including accessing a sales force automation program to extract a list of customers and corresponding contacts.
7. The method of claim 1, wherein the database represents a mathematical model, wherein each condition is associated with an object within the model.
8. The method of claim 7, wherein generating the probability set includes analyzing the mathematical model with a statistical engine.

9. The method of claim 7, wherein the mathematical model is a Bayesian model, and further wherein generating the probability set includes applying Bayesian statistical analysis to generate the probability set.

5 10. The method of claim 1 and further including adaptively adjusting the model in response to the input received from the users.

11. The method of claim 1 and further including generating a sales plan as a function of the probability set.

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12. The method of claim 1 and further including generating a revenue report as a function of the probability set.

13. The method of claim 1, wherein a subset of the conditions represents activities performed by a sales organization.

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14. The method of claim 1, wherein a subset of the conditions characterize a technology infrastructure of a target customer of the business opportunity.

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15. The method of claim 1, wherein each business opportunity is a sales opportunity having a target customer.

16. The method of claim 1, wherein the conditions include one or more of the following:

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a salesperson,

a rate of success for the salesperson,

an average deal size for the salesperson

a target customer,

an SIC code of the target customer,

revenue of the target customer,

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profit of the target customer,

primary business sectors of the target customer,

technical infrastructure of the target customer,
 decision makers of the target customer,
 a product or a service of the target customer that would be displaced by
 achievement of the business opportunity,
 one or more competitors of the target customer,
 one or more vendors competing for the business opportunity,
 competing products and services offered by the vendors,
 a respective market share of the products or services offered by the vendors,
 and

a status for one or more activities including delivery of marketing information
 to the target customer, providing a technical overview of the product to the target
 customer, providing a demonstration to the target customer and providing an
 evaluation version to the target customer.

17. A method comprising:

storing a mathematical model in a database, wherein the model includes a
 plurality of objects representing business opportunities and associated conditions;

storing a first set of probabilities received from a user;

receiving input data from a sales organization indicating a status of at least
 one condition associated with one of the business opportunities; and

calculating a second set of probabilities as a function of the input data and the
 first set of probabilities, wherein second set of probabilities indicate the probability of
 successfully achieving the business opportunities.

18. The method of claim 17, wherein calculating the second set of probabilities includes
 applying Bayesian statistical analysis.

19. The method of claim 17 and further including adaptively adjusting the first set of
 probabilities in response to either the input received from the users or the second set
 of probabilities.

20. The method of claim 17, wherein receiving input data includes receiving input data from a web browser accessing a web server over the Internet.
21. The method of claim 17 and further including accessing a sales force automation program to extract a list of customers and corresponding contacts.
22. The method of claim 17 and further including generating a sales plan as a function of the probability set.
23. The method of claim 17 and further including generating a revenue report as a function of the probability set.
24. The method of claim 17, wherein a subset of the conditions represents activities performed by a sales organization.
25. A computer-readable medium having instructions contained therein to cause a programmable processor to:
- store business opportunities and associated conditions in a database;
 - receive input data from a plurality of users, wherein the input data indicates a status of at least one condition associated with one of the business opportunities; and
 - generate a probability set indicating the probability of successfully achieving the business opportunities.
26. The computer-readable medium of claim 25, wherein receiving input data includes receiving data from a sales organization over the network.
27. The computer-readable medium of claim 25 and further including accessing a sales force automation program to extract a list of customers and corresponding contacts.

28. The computer-readable medium of claim 25, wherein the database represents a mathematical model, wherein each condition is associated with an object within the model.

5 29. The computer-readable medium of claim 28, wherein generating the probability set includes analyzing the mathematical model with a statistical engine.

10 30. The computer-readable medium of claim 28, wherein the mathematical model is a Bayesian model, and further wherein generating the probability set includes applying Bayesian statistical analysis to generate the probability set.

31. The computer-readable medium of claim 25 and further including generating a sales plan as a function of the probability set.

15 32. The computer-readable medium of claim 25 and further including generating a revenue report as a function of the probability set.

33. The computer-readable medium of claim 25, wherein a subset of the conditions represents activities performed by a sales organization.

20 34. The computer-readable medium of claim 25, wherein a subset of the conditions characterize a technology infrastructure of a target customer of the business opportunity.

25 35. A computer-readable medium having data structures contained therein comprising:
a first data field to store a business opportunity;
a first plurality of data field to store conditions related to the business opportunities, wherein a subset of the conditions represents activities performed by a sales organization;
30 a second plurality of data fields to store status of the conditions;

a third plurality of data fields to store a first set of probabilities received from a user; and

a fourth plurality of data fields to store a second set of probabilities indicating the probability of successfully achieving each business opportunities.

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36. The computer-readable medium of claim 35, wherein the second set of probabilities is calculated as a function of the input data and the first set of probabilities

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37. The computer-readable medium of claim 35, wherein a subset of the conditions correspond to activities for achieving the business opportunity.

38. A system comprising

a database of business opportunities and associated conditions; and

a statistical engine executing within an operating environment of a computer to analyze the database and calculate a first set of probabilities representing the probability of successfully achieving the business opportunities.

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39. The system of claim 38, wherein the database stores a second set of probabilities received from a user.

40. The system of claim 38, wherein the statistical engine applies Bayesian statistical techniques to calculate the first set of probabilities as a function of the input data and second set of probabilities.

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41. The system of claim 38, a network interface to communicate input data from a plurality of the users to the database, wherein the input data indicates a status of at least one of the conditions.

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42. The system of claim 38, and further including a sales force automation program (SAP) to maintain customer and contact information.

43. The system of claim 38, wherein the database represents a mathematical model having a plurality of objects representing the business opportunities and the conditions.

5 44. The system of claim 38, wherein a subset of the conditions represents activities performed by a sales organization.

45. The system of claim 38, wherein the statistical engine adaptively adjusts the model in response to input data received from the users.

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46. The system of claim 38, and further including a marketing engine to generate sales plan as a function of the first probability set, wherein the sales plan includes a list of activities associated with achieving the business opportunities.

47. The system of claim 38, and further including a reporting engine to generate a revenue report as a function of the first probability set.

48. The system of claim 38 and further including a model builder to receive a second set of probabilities from a user and store the second set of probabilities within the database.

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